Province of British Columbia

Ministry of Tourism, Recreation and Culture

1986/87 ANNUAL REPORT

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November 30, 1988

His Honour the Honourable David C. Lam, C.M., K.S.J, L.L.D,
Lieutenant-Governor of British Columbia

May it Please Your Honour:

I respectfully submit the Annual Report of the Ministry of Tourism, Recreation and Culture for the fiscal year ended March 31, 1987.

Bill Reid
Minister of Tourism and Provincial Secretary

November 28, 1988

Honourable Bill Reid,
Minister of Tourism and Provincial Secretary

Sir:

I have the honour to submit the Annual Report of the Ministry of Tourism, Recreation and Culture for the fiscal year ended March 31, 1987.

Melvin H. Smith, Q.C.
Deputy Minister of Tourism
and Deputy Provincial Secretary

Province of British Columbia

MINISTRY OF TOURISM, RECREATION AND CULTURE

ANNUAL REPORT

For the Fiscal Year Ended March 31, 1987

Honourable Bill Reid

Minister of Tourism and Provincial Secretary

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MINISTER'S MESSAGE

This Annual Report of the Ministry of Tourism, Recreation and Culture reviews the activities of a most significant year.

The highlight of 1986 was the spectacular success of Expo 86, the Vancouver World Exposition, which attracted more than 22 million visitors. Expo 86 brought international attention to our province and provided exposure which has had considerable impact on our business and cultural development. British Columbians are immensely proud of the world-class exhibition we sponsored.

Tourism is definitely a growth industry in B.C. The province's outstanding destinations and friendly, hospitable people are now well-known in the marketplace, and we predict strong and steady growth in numbers of visitors and their contribution to the Gross Provincial Product. Thousands of B.C. businesses that serve tourists share the credit for this growth, as do the ministry's staff. Our marketing and development staff work closely with the industry to attract people to B.C. and to ensure they are well served while here. Satisfied travellers, our research has found, will return.

The ministry's Partners in Tourism program is a good example of the close co-operation we have achieved with the travel industry. This joint-venture marketing fund, which matches private-sector funds dollar-for-dollar, puts advertising and trade sales power and other marketing opportunities in the hands of small businesses that otherwise could not afford them.

We continue to receive timely and useful advice from the Provincial Tourism Advisory Committee, a body of business people and experts that meets with myself and ministry staff twice yearly.

The merging of the government's tourism, recreation and cultural programs, announced in November, 1986, was an immense challenge for our enthusiastic and dedicated staff.

To every one, thank you very much for making 1986/87 a most successful and memorable year.

Bill Reid
Minister of Tourism, Recreation and Culture, 1986-88
of Tourism and Provincial Secretary, 1988-

THE MINISTRY OF TOURISM, RECREATION AND CULTURE

An overview of the ministry's structure and operations in fiscal 1986/87

MANDATE AND CLIENTELE

This ministry's mandate to support the B.C. tourist industry is based on the Ministry of Tourism Act, 1980. Section 3 of the statute states that the ministry's role is:

1. to promote and encourage the tourist industry in British Columbia,
2. to provide tourists with information services and
3. to encourage the development of the motion picture industry in the province.

The ministry's tourism operations are directed to increasing the value of tourism in the province, with the specific objectives of increasing the numbers, average length of stay and per diem expenditures of travellers, and thereby augmenting gross provincial revenues from tourism. Ministry policy assigns primary responsibility for the development and marketing of B.C. tourism to the private sector. Ministry staff work with the industry in several ways:

* researching B.C.'s major tourism markets to determine their size and nature,
* identifying the most effective strategies for increasing B.C.'s share of these markets,
* assisting in marketing the province's tourism assets so as to use more fully the existing capacity of the travel industry, and
* assisting in developing new and competitive facilities, attractions and services.

Ministry of Tourism, Recreation and Culture

The ministry is a lead agency in the development and marketing of tourism in British Columbia. It facilitates and co-ordinates the activities of the private sector and of municipal, provincial and federal government agencies.

The ministry also administers regulations regarding tourist accommodations, hotel keepers' rights and responsibilities and the registration of hotel guests.

The ministry's second major mandate is to promote the use and enjoyment of British Columbia's cultural, recreational and historic resources, and to preserve these resources for future generations. The ministry develops programs that support non-profit organizations in fostering community leadership and participation. It manages a variety of programs for community and public use, and operates several facilities and attractions, notably the British Columbia Provincial Museum (now the Royal British Columbia Museum). The ministry ensures that provincial legislation, regulations and policies are consistent with and support its programs in these fields.

ORGANIZATION

The ministry comprised six units during 1986/87. Two divisions, marketing and development, supported tourism. A third division administered recreational, cultural and historic resources programs and facilities. The Attractions Operations Division managed several historic attractions. Management Services Division was the ministry's support group. Public Affairs provided liaison with and written products for government, media and public.

The ministry's executive committee consisted of:

- the Deputy Minister of Tourism, Recreation and Culture
- Assistant Deputy Minister, Marketing
- Assistant Deputy Minister, Development
- Assistant Deputy Minister, Recreation, Culture and Historic Resources
- Executive Director, Management Services
- Director, Public Affairs.

STAFFING

At the beginning of the fiscal year the ministry numbered 115 full-time-equivalent (F.T.E.) employees. Following the government-wide reorganization of November, 1986 and subsequent adjustments within the ministry, its allocated F.T.E.s totalled 406. The following chart summarizes the assignment of F.T.E.s.

Ministry Staffing by Program
(Allocated Full-time Equivalent Positions
at March 31, 1987)

	FTEs
Minister's Office	5
Deputy Minister's Office	3
Marketing Division	46
Development Division	40
Recreation, Culture and Historic Resources Division	224
Attractions Operations Division	48
Management Services Division	35
Public Affairs Division	5
Total	406

FINANCIAL RESOURCES

The ministry's total expenditures for fiscal 1986/87 were $47.7 million. This compares with expenditures of $19.1 million in 1985/86. Most of the increase is due to the addition of two divisions. A funding program worth $3.4 million was added to the marketing division. Marketing expenditures were further increased by acquisition of spending authority for ministry advertising.

Financial Resources

Funding for ministry operations and advertising was provided from the province's general revenue fund. Funding in support of some public programs for culture and recreation was provided from the lottery fund and two special funds. The ministry contributed revenues totalling $213,000 to the treasury. Tables A and B summarize the ministry's expenditures for two fiscal years. A more detailed account of the ministry's financial affairs is provided in Appendix I.

A

Summary of Ministry Expenditures, Two fiscal Years
($000s)

	1985/86	1986/87
Minister's office	$ 149	$ 172
General administration	2,314	3,090
Marketing Division	5,825	14,259
Development Division	2,106	1,862
Recreation, Culture and Historic Resources Division		22,663
Attractions Operations Division		2,503
Special funds disbursements, etc	6	3,113
Advertising, 1985/86	8,777	
Total	19,117	47,662

Ministry of Tourism, Recreation and Culture

B
1986/87 Expenditures

	$ (000s)	% of total
By Program		
Culture, Recreation and Historic Resources	22,663	48
Marketing	14,259	30
Minister's office, Administration	3,262	7
Funds Disbursements	3,113	6
Attractions Operations	2,503	5
Development	1,862	4
By Type		
Operating Costs	14,737	31
Grants and Contributions	13,849	29
Salaries and Benefits	12,945	27
Building Occupancy	5,440	11
Travel	712	2

TOURISM IN B.C. 1986

Tourism was one of British Columbia's largest revenue-producing industries in 1986, according to the ministry's research. The service-based tourist industry is also a large employer, mostly in small businesses. The ministry studies industry performance and assists in improving it. B.C. tourism trends are reported here, and the relevant statistics are presented in Appendix III. The statistics were developed by Research Services Branch, except those relating to Expo 86, which are from Ministry of Finance and Corporate Relations data.

TOURISM IN B.C. - 1986

The Impact of Expo 86

British Columbia played host to the world in 1986, with impressive results for the tourist trade. Expo 86, the Vancouver World Exposition, featured 106 Canadian, international and corporate pavilions on two sites totalling 70 hectares (173 acres) near downtown Vancouver. Attendance at the fair between May 2 and October 13 totalled 22.1 million site visits, far surpassing the initial attendance forecast of 13.75 million.

The fair stimulated economic activity in British Columbia during a period when the province was recovering from the 1981-82 recession. In addition to an estimated $1.5 billion investment in the fair's construction and operation, Expo generated $486 million in direct revenues and about $450 million off-site for food, lodging and general merchandise. The total impact of Expo's operations, including indirect effects, was $840 million -- 1.5 per cent of the province's 1986 Gross Domestic Product.

Besides creating 29,000 jobs to staff the fair, Expo is credited with creating a large number of new off-site jobs in the tourist industry. During the life of the fair, the number of employed people in the Lower Mainland increased by 53,500, or 7.6 per cent, over the same period of 1985. Tourism indicators compiled by the ministry show that while most of the increased trade was in the Lower Mainland, every region of the province experienced increased volumes and revenues. Vancouver retail sales were up 12.3 per cent. The rest of B.C. recorded a 6.6 per cent increase.

Growth in B.C.'s Tourist Trade

Province-wide, 18.9 million visitors -- including parties on one-day excursions -- spent an estimated $3.337 billion in B.C. Numbers of visitors increased from 1985, and provincial tourism revenues were up between 32 and 39 per cent.

(Tourism revenues are calculated by assigning different values to each market area's average party size, period of stay and spending characteristics. Tourist revenue calculations were adjusted in 1986 as a result of new research. Caution should be used when comparing 1985 and 1986 tourism figures.)

Washington and Alberta also experienced increased tourist activity. Growth in revenues from tourism there is estimated at between 5 and 15 per cent over the previous year.

About 60 per cent of Expo's visitors were from outside British Columbia. The number of visitors from the United States staying in the province for one or more nights increased 87.2 per cent over 1985. The increase of overseas visitors was 48.4 per cent.

Californians contributed the largest increase in United States visitors to the province. An in-depth market study revealed that the visit met or exceeded the expectations of 95 per cent of those Californians surveyed. More than 80 per cent stated they would return to British Columbia. (The First Time Visitors Study is described in Research Services' report.)

The prospects for the B.C. convention industry's growth were enhanced by ongoing construction of the Vancouver Trade and Convention Centre and the Victoria Conference Centre and refurbishing of the Penticton Convention Centre.

TOURISM
MARKETING

The ministry's Marketing Division is responsible for promoting Super,Natural British Columbia in national and international marketplaces, with the object of strengthening markets and increasing the volume of B.C. tourism activity.

MARKETING

The Marketing Division develops consumer and trade advertising, brochures and other literature for consumers and travel trade professionals, represents government at travel trade shows and fairs, organizes educational tours in the province for travel media, wholesalers and retail travel agents, and develops a variety of promotions designed to highlight British Columbia as a desired travel destination. Many projects are co-operative ventures with the private sector, and all are directed by strategies and programs that are based on up-to-date research. Of a total of $14.3 million expended for tourism marketing in 1986/87, approximately $7.6 million were advertising expenditures.

Marketing is concentrated on areas promising immediate high return on investment and on markets with high long-term development potential. Objectives and activities for each market segment are based on its characteristics, demands and development potential. Division staff also maintain communication with regional tourism and industry sector associations, functioning as media for exchange of information and ideas. The division publishes the ministry's annual Marketing Plan.

The division comprised six units in 1986/87. Marketing Services Branch, based in Vancouver, co-ordinates production of advertisements, literature and promotions. Three other branches based in Vancouver develop and implement promotions for domestic, United States and international market areas. Marketing efforts are directed first at traditional strength markets and second to recognizing and developing potential markets.

Marketing offices in Seattle, San Francisco, Los Angeles and London, England provide sales and counselling services to travel professionals there. The Attractions Marketing Branch, in Victoria, provides services for B.C.'s heritage attractions. The B.C. Film Commission, based in Vancouver, markets the province as a location for "shoots."

DOMESTIC MARKETING

British Columbia's strongest domestic tourism markets are in this province and in Alberta and Ontario. Domestic marketing initiatives in 1986 included the following:

- Home-made vacations: aimed at the B.C. resident market beginning in May, 1986, this promotion delivered Your Super,Natural British Columbia Travelling Companion to newspaper readers, supported by television commericals. The ads ran through the summer.
- Journey to the Top of the World: promoting recreational vehicles' use of B.C. routes to Alaska and the Yukon, a joint venture worth $100,000 with the Alaska State Division of Tourism, Tourism Yukon and this ministry. The branch produced posters and 500,000 brochures, which were distributed to American Automobile Association (AAA) offices in the Pacific states, Infocentres in B.C. and at the Yukon and B.C. pavilions at Expo 86.
- Road Show Campaign 1987: a promotion of Northern winter vacations jointly marketed in California by two B.C. tourism regions, Alaska and the Yukon. The ministry invested $47,000 in the project, matching Alaska and Yukon contributions.

- Spring and fall promotions to increase B.C.'s market share of seven-to-ten-day holidays taken by Albertans and other prairie residents.
- Marketing B.C. to skiers in Eastern Canada.

Partners in Tourism

This joint marketing program, administered by Domestic Marketing Branch, matched private-sector funding for tourism advertising and promotional activities. Funded marketing activities must be approved segments of regional tourism association annual market plans, and the associations implement the projects. See Appendix IV regarding B.C. tourism associations.

In 1986/87, the first year of project funding, $3.4 million was expended from the program, creating approximately $6.8-million-worth of targeted regional marketing activity. Among the projects:

- Producing a brochure on Okanagan fruit stands.
- Funding a summer resort magazine insert promoting the Rockies region.
- Supporting the Spirit of Chemainus sailboat in promoting Vancouver Island.
- Marketing outdoor vacation packages in the Cariboo region.
- Supporting increased regional presence at Travel 87 consumer / trade shows in Edmonton, Winnipeg, Calgary, Saskatoon and Regina, and at Sportsmen's consumer shows in Edmonton, Vancouver, Toronto and Calgary.

The program enables small operators to buy exposure they otherwise would not be able to afford. Additional grants totalling approximately $650,000 went to regional tourism associations to meet administrative costs.

UNITED STATES MARKETING

This branch administers the ministry's sales offices in Seattle, San Francisco and Los Angeles. It co-ordinates promotional efforts with these offices, working with media and travel industry representatives to promote new products and services and to maintain awareness of B.C. as an attractive place to visit.

U.S. marketing initiatives in 1986 were focussed on creating new reasons to travel to B.C. They included:

- Seeking to increase short vacations in B.C. by Washington and Oregon residents through improved packaging of B.C. products, by emphasising the "foreign" experience, by providing reasons to return, and by marketing specific products to the appropriate market segments.
- Working closely with such effective partners as air carriers, the AAA, recreation vehicle and sportsmen groups to increase B.C.'s market share in California.
- Evaluating promotional activity on the California market, researching market segment characteristics and the role of the travel industry, and using increased understanding of the market to develop new strategies.
- Seeking to increase B.C.'s share of other U.S. markets through research on the bus tour business and on tourism generated by air carriers and cruise lines.

INTERNATIONAL MARKETING

This branch develops and implements marketing activities for B.C.'s overseas tourist markets, focussing on traditional strength markets in the United Kingdom, West Germany, the Netherlands and Japan. Other markets with development potential are in Switzerland, Sweden, Italy, Australia, New Zealand, Hong Kong and Singapore. The branch's initiatives in 1986/87 included:

- Mounting direct consumer advertising campaigns, in association with air carriers, tour wholesalers and other trading partners, that were aimed at increasing visits by "long-haul" European travellers. A four-month campaign emphasised shoulder-season travel to British Columbia. The ministry monitored its effectiveness in generating both interest and bookings.
- Developing co-operative programs with European air carriers, travel wholesalers and Canadian partners to educate the retail travel trade and consumers.
- Focussing Japanese marketing activities on in-bound Canadian-based tour operators and carriers, especially in Autumn.
- Researching the potential for increasing B.C.'s market share in Japan, Hong Kong and Singapore. In June, 1986 branch staff participated in Inter-Tour 86 in Hong Kong. This is the travel industry trade fair, equivalent to World Travel Market London and ITB Berlin, serving Pacific Rim countries.
- Seeking to extend the stay of Australian and New Zealand visitors by working with tour wholesalers and North American-based tour operators and carriers.

MARKETING SERVICES

Marketing Services Branch provides products and services to the ministry and the private sector. It develops and implements promotions. The branch assists the industry in developing new travel packages. Its staff develop trade advertising, brochures and publications for consumer and trade travel professionals and represent the ministry at travel trade and consumer shows and fairs. Staff also co-ordinate educational tours for travel media, wholesalers and retail travel agents. The branch works with the convention industry to sell the province as a venue for meetings and convention travel. Through travel and trade shows, familiarization tours and publications the branch promotes shoulder-season tourism development. Staff monitor the tourism industry in all market areas for new promotional methods, ideas and programs with potential for producing revenue through travel to B.C. They also liaise with advertising agencies regarding media coverage, marketing and ad-testing. The branch prepares an annual marketing plan and provides planning assistance to the industry. It warehouses and distributes all ministry travel literature and publications in response to written and telephoned requests, maintains and distributes available industry publications and maintains a library of films for distribution.

Among the branch's 1986/87 initiatives was Two-Nation Vacations, a $200,000 joint promotion by the ministry and the State of Washington to capitalize on post-Expo interest in B.C. in such non-traditional markets as Texas, Chicago and other

points in Midwestern and Eastern U.S. Mid-winter ads in regional editions of such magazines as Esquire, Gourmet, Southern Living, Travel and Leisure and Bride touted a fly / drive promotion to and from the U.S. Pacific Northwest, Southern Vancouver Island and the B.C. Lower Mainland. The ministry's $180,000 share produced the ads and 75,000 four-colour response brochures. Appendix III details other ministry promotions.

Conventions and Incentive Travel

This program supports British Columbia's convention industry (estimated annual revenues: $350 to $400 million) and encourages the use of the province as a venue for meetings and conventions. Besides marketing B.C. as a convention location, the program seeks to increase attendance at B.C. conventions through promotional mailings, distribution of literature at conventions, development of pre- and post-convention tours and by assisting convention organizers. Its staff also provides services to conventions.

In 1986 the convention department worked with more than 300 convention organizers to promote British Columbia as a meeting destination. An example: the ministry, in conjunction with the Ministry of International Trade, Science and Investment, hosted the Cruise Ship Line International Association in a bid to get Cruise-a-Thon to Vancouver. This annual convention of about 1200 cruise ship operators and marketers has booked Vancouver for 1990.

The incentive travel program assists local agents and hotels, marketing to agencies that consult with corporate clients about travel components of their incentive programs. Incentive travel bonuses generate an estimated $25 million a year in direct revenues in B.C.

Advertising and Publications

Since 1986/87 featured Expo 86, the advertising thrust in B.C.'s prime markets continued to encourage visitors to include pre- and post Expo trips throughout the province as well as visit Vancouver. With the combined advertising activity of the Expo 86 Corporation, the ministry and the Government of Canada, aggressive television and magazine advertising campaigns generated more than 700,000 written enquiries about B.C. Follow up research indicated that between 25 and 48 per cent of respondents (depending on the magazine featuring the advertisements) converted to visitors to Expo. The major markets included California and the 11 Western States, as well as Eastern Canada, with television providing major support for the Eastern U.S. through cable channels.

Trade Sales

The trade sales program is a marketing effort focussed on travel agents and tour operators throughout North America, using direct marketing and a sales presence at trade shows. The ministry publishes the Travel Agent Package Tours guide for agents and wholesalers on B.C. travel packages and maintains an information base of trade events for B.C. industry use.

When Expo 86's travel trade marketing division wound down, ministry staff maintained contacts at major travel trade shows. Firms contributing to Expo's success received letters of acknowledgement from the minister.

Travel trade shows the ministry participated in during 1986/87 included:

- National Tour Association Market Place, Atlanta, Georgia (November),
- "Huddle West," Anaheim, California (November),
- American Bus Association, Nashville, Tennessee (December),
- Anaheim Sports Vacation and R.V. Show, California (January, 1987),
- Toronto Sportsmen's Show, Ontario (March).

Tour operators are a special target for trade sales efforts. Some 25,000 motor coaches visited B.C. in 1986 -- the province's biggest year ever for tours. B.C. captured 7.52 per cent of the North American tour business with an estimated $503 million in direct revenue from 1,025,000 passengers. Vancouver was the fifth-most-visited North American tour destination.

During fiscal 1986 staff also began developing a travel trade database and communication plan.

Familiarization Tours

The 'fam tour' program provides industry representatives an opportunity to experience British Columbia's tourism attractions. Major client groups of this product-testing program are tour planners, retail travel agents, airline sales agents and auto association counsellors.

Program activities were scaled down during Expo 86. Fall fam tours focussed on Vancouver, Victoria and Whistler, and staff organized several longer trips. The majority of travel influencers, 25 groups, originated from overseas. The United States sent 11 groups and Canada five. Among them:

- A.T. Mays, with more than 200 offices in Great Britain and Europe, sent 22 representatives.
- Prima Holidays, 140 agents from one of Australia's largest tour wholesalers.

Media Relations

This program assists writers, photographers, broadcast and film producers with assignments featuring travel in British Columbia, to ensure maximum media exposure for the province's tourist attractions and resources. Staff exchanges information with Canadian consulates around the world, particularly consuls in the United States, and with editors and publishers. The office initiates thousands of contacts annually, and the ministry provides assigned writers with advice, information and contacts. Published articles, although less focussed than ads on B.C.'s prime tourism markets, have considerable impact on magazine readers and can be considered free advertising. Feature television coverage of B.C. destinations may reach 20 million viewers.

ATTRACTIONS AND EVENTS MARKETING

This program, created in November, 1986, was responsible for marketing British Columbia attractions, events and festivals operated by the ministry. The branch provides ongoing marketing liaison for the Attractions Operations Division, Heritage Conservation, Cultural Services, Recreation and Sport and Library Services branches and the B.C. Festival of the Arts.

In its first year of operation the branch developed marketing plans for Barkerville, Fort Steele, Victoria heritage properties, Hat Creek Grist Mill, the Provincial Museum, the B.C. Festival of the Arts, Project Pride (public review of heritage legislation), Cultural Services, Recreation and Sport programs.

During 1986/87 staff undertook such special promotions as theatrics at Craigflower School near Victoria and the B.C. Provincial Museum centennial Super-Series lectures.

B.C. FILM COMMISSION

The British Columbia Film Commission's responsibility is to encourage the world's film, television and commercial producers to use B.C.'s varied locations and skilled professionals for productions.

The commission maintains contact with film producers around the world, promoting B.C. as a prime location for film, television and commercial production. Staff scout locations in B.C. that meet

producers' known needs. They advise on the availability of local crews, provide budget and production information, liaison between the production company and other parties and any other asistance that encourages and attracts international productions to B.C.

In 1986, a total of 25 productions, with budgets totalling $156 million, were produced in whole or in part in British Columbia. Investments totalling $87.4 million, including $4 million in foreign advertising production, contributed directly to B.C. economic activity. The productions employed more than 3,500 people, the majority B.C. residents, in artistic, technical and administrative work.

1986 Film and Television Production in B.C.

	Production Company	Base
Feature Films:		
Backfire	ITC	California
Malone	Orion Pictures	California
Roxanne	Screen Gems/Columbia	California
Hot Pursuit	Paramount	California
Housekeeping	Screen Gems/Columbia	California
Home is Where the Hart Is	Hart Productions	Canada
Stakeout	Walt Disney	California
An American Gothic	Manor Ground Productions	UK/Canada

1986 Film and Television Production in B.C.

T.V. Movies:

Perry Mason: The Case of the Notorious Nun	Viacom/NBC	California
Powers Play (Pilot)	F/O Productions, Inc.	California
Firefighter	CBS	California
Spot Marks the X	Walt Disney	California
Strangers	CBS	California
Betrayal of Trust	CBS	California
Hero of the Family	Walt Disney	California
Christmas Snow	NBC	California
The Christmas Star	Walt Disney/ABC	California
Room Upstairs	NBC	California
A Stranger Waits	CBS	California
Deadly Intentions	CBS	California

T.V. Series (with numbers of episodes):

Danger Bay (22)	CBC/Disney	Canada/California
Jumpstreet Chapel Pilot (11)	Stephen J. Cannel	California
Hitchhiker (13)	HBO	California
Airwolf II (24)	Atlantis/MCA	California/Canada
Stingray (6)	Stephen J. Cannel	California

TOURISM
DEVELOPMENT

The ministry's Development Division supports development of British Columbia tourist attractions, facilities, areas, routes and services by private and public sector groups.

DEVELOPMENT

This division employs project directors and managers with professsional training in law, finance, urban land-use, development, marketing or business management. In 1986/87 staff maintained a workload of approximately 75 projects, providing information and advice to the travel industry on government assistance programs, research studies and service organizations. As brokers they expedite tourism projects by assisting investors to identify and exploit opportunities. They encourage innovative, competitive responses to market demand, using current ministry research to guide the ministry's priorities. As administrators of a five-year, $3.25 million Travel Industry Development Subsidiary Agreement (TDA) fund, staff also assist development projects by providing low-interest loans. As a planning body, the division identifies infrastructure requirements needed to support such developments. The division published a guide to these services, Tourism Development, in 1986/87.

The Development Division also seeks to ensure B.C. visitors' satisfaction by maintaining standards of excellence in tourism service. Staff co-ordinate the SuperHost hospitality training program and assist the travel industry to develop education policies. The division supports dissemination of information to highway travellers through the Travel InfoNetwork. During 1986/87, a comprehensive highway signing program of this ministry and the ministry of Transportation and Highways began to place signs throughout B.C. that provide improved directions and promotional information to regions, districts and locales.

PROJECTS

Tourism Development Strategy Manual

A number of communities secured $50,000 of TDA funds to have a prototype tourism development strategy manual prepared. The project received additional funding from the ministries of Economic Development and Municipal Affairs. The contractor, the Economic Planning Group of Canada Inc?, produced a community-based manual, featuring the Comox Valley of Vancouver Island. A tourism development strategy for Comox Valley and an executive summary of the strategy were part of the package. The ministry mailed 1,000 copies of the manual and strategy to communities, chambers of commerce, economic development commissions and municipalites. The manual was subsequently used to assist Vancouver Island communities develop their own strategies as part of an overall tourism strategy for the island.

The Gold Rush Trail

The division initiated this project to focus public and private sector efforts to develop the tourism potential of the Trans Canada Highway corridor from Hope to Cache Creek, based on the scenic and heritage values of the Fraser Canyon. The Gold Rush was chosen as a unifying theme with broad market appeal. The route was extended to include historical sites in New Westminster and Barkerville that were on the original trail. The marketing division worked with various communities and developed a marketing plan for the Gold Rush Trail. Among the private sector initiatives identified in the strategy that were underway or completed at

Projects

fiscal year end:

- upgrading accommodation and restaurants
- marketing package tours
- organizing local tours, gold panning, souvenir and several other tourism-related businesses.

Public sector initiatives included:

- highway signage and landscaping of roadside areas
- advertising
- local park development
- downtown revitalization.

The Gold Rush Trail project met its original objective of providing public and private direction for tourism development. A development strategy for the northern section of the Gold Rush Trail (Clinton to Barkerville) will be prepared next.

Campbell River Fishing Pier

British Columbia's first saltwater sportfishing pier was constructed by the District of Campbell River, with the assistance of the ministry's development staff. The fishing pier, located in a striking marine environment with rich biological resources near downtown Campbell River, provides new public access to its waterfront, with facilities for the disabled.

Tourist Industry Development Subsidiary Agreement (T.D.A.)

This Canada - British Columbia funding program is a five-year, $30-million shared-cost agreement subsidiary to the $525-million Economic and Regional Development Agreement (E.R.D.A.) established in 1985.

TDA projects are funded from four accounts:

A a $6.25-million international market development program administered by the Canada Department of Regional Industrial Expansion,

B $20 million committed to providing low-interest loans for product development -- destination resorts, events and attractions -- administered by the Ministry of Industry and Small Business Development (since reassigned to the ministry of Regional Development),

C $3.25 million for Tourism Industry Support, administered by this ministry (since reassigned to the Ministry of Regional Development),to develop management and operating skills in British Columbia's tourism industry, by providing assistance with training and professional development, research and opportunity analysis, workshops and seminars.

D is an administration account.

The agreement also has a $500,000 program administration budget. It is managed by a federal-provincial committee on which this ministry is represented.

In 1986/87, $4.5 million was expended from the TDA fund for 44 approved projects. The administrators received a total of 103 applications and 375 enqiries about the program. The following chart summarises commitments against each account:

T.D.A.

Summary of TDA Projects, 1986/87

	Applications Approved	Funding ($000)
A	21	900
B	7	2,955
C	15	639
D	1	10
Total	44	4,504

Since the program's inception, a total of 67 projects have been approved and $6.55 million expended from the funds.

SERVICES

Accommodation Services

This is a registration and counselling program for the accommodation industry, and it produces the annual B.C. Accommodation Guide for travellers. This guide lists more than 2,000 properties that have been inspected, evaluated and approved by the ministry's accommodation counsellors. The press run of the 1986 guide was one million, and the ministry ships copies to points in some 35 countries. Inspection is continuous, and counselling is offered on various accommodation service matters.

Travel InfoNetwork

This program, established in April, 1986 and transferred to this division in November, provides 145 community-operated Travel Infocentres with co-ordination, counselling services and training. The program's aim is to increase the standard of visitor service by improving the professional skills of infocentre operations. It is a joint venture of the ministry and the British Columbia Chamber of Commerce.

Four Network Counsellor positions were established in 1986 to provide advice and information. These counsellors also monitor infocentre operations, train manager/supervisors and advise on available business opportunities.

The thrust of the network program in 1986/87 was to encourage Travel Infocentres to develop corporate identities. A new look was introduced to buildings, and managers were encouraged to paint and improve the appearances of their centres.

SuperHost

The SuperHost hospitality training program is designed to upgrade the British Columbia hospitality industry's services to travellers. SuperHost aims to increase the likelihood that visitors will return. The 7-hour course teaches communication and other skills required in the business, using local community material. The program was introduced in 1985, and by the end of fiscal 1986 more than 60,000 people completed the course. Ministry staff trained nearly 1,700 seminar leaders in 115 communities

Services

throughout British Columbia. Nearly 4,000 businesses have pledged to give fair exchange, good value and friendly service as part of the SuperHost commitment. Extensive print and radio advertising encourages visitors to do business with SuperHosts.

SuperHost was used extensively to train staff at Expo 86, including more than 500 front-line pavilion hosts. Some 2,000 staff at the Pacific National exhibition took the course in 1986. Follow-up research on first-time visitors' reactions to Vancouver in 1986 rated friendliness high on the list of things they most liked, and the great majority indicated they plan to return to B.C.

In February, 1987 the Ministry introduced SuperHost ENCORE, a follow-up package for SuperHost graduates. This course applies hospitality skills to such specific tasks as serving special-needs visitors or being "first responder" to an emergency.

CULTURE, RECREATION AND HISTORIC RESOURCES

A variety of public programs in these areas are supported by the Culture, Recreation and Historic Resources Division. The division fosters community leadership and participation in enriching the province's cultural, recreational and heritage resources.

CULTURE, RECREATION AND HISTORIC RESOURCES

This division supports the activities of non-profit organizations by disbursing funds from several sources. In particular staff support client organizations' efforts to train and develop leaders in program management and professional education.

It is the division's responsibility to ensure that ministry programs encourage both residents and visitors to B.C. to participate in challenging and enriching activities, and that the province's economy benefit from residents' and visitors' spending on culture, recreation, sport and heritage preservation. The division seeks to provide all residents with equal access to the programs it supports. Staff gather data and estimate the fiscal and employment impacts of these activities. They also develop marketing programs to assist organizations to increase their economic impact.

The division provides liaison with other ministries to ensure that British Columbia's laws, regulations and policies are consistent with the division's mandate. It proposes legislation to government on documented need. The division comprised six branches, all based in Victoria. Division staff administer lottery grants and two special funds as well as a $22.7-million (in 1986/87) budget.

BRITISH COLUMBIA PROVINCIAL MUSEUM

The British Columbia Provincial Museum (since renamed the Royal British Columbia Museum) acquires and preserves collections of artifacts. Staff specialists study and interpret the collections and their context, and the museum disseminates knowledge thus acquired about the human and natural history of British Columbia. Besides a large public exhibits program, the museum operates various information and education programs, publishes research and produces programs for broadcast.

A total of 1,480,000 people visited the museum's exhibits in calendar 1986, up from 1,250,000 in 1985.

In 1986/87 the museum completed a major re-organization and staff relocation to form three units: collections, research and interpretation, and operations.

Collections

This group undertakes and manages the museum's collections and ensures their conservation. Staff curate archaeological specimens. Another program purchases and accepts donations of ethnographic and historic objects. Others collect plant and animal specimens. At the museum, staff restore these objects as required, stabilize deteriorating ones and bring their environments under control.

Staff working with biological collections processed loans and incoming specimens for both research and exhibition during 1986/87. The George Douglas herbarium was added to the botany holdings. Using the Canadian Heritage Inventory Network system, staff made computer records of the museum's

B.C. Provincial (Royal B.C.) Museum

collections of approximately 13,000 birds and bird egg specimens.

The museum's historical collections acquired fine sets of Canadian Pacific Railway silver and china and a large collection of packaging, advertising, domestic and commercial goods from the early 1900s.

Anthropological collections received a significant donation of silver and argillite. Through purchase, a basket by Isabella Edenshaw, three masks, a painted screen and a number of whistles were added to the collection.

The museum's conservation services staff developed an integrated pest control program and a system of freezing to control infestations. Both were quickly accepted as international models.

Research and Interpretation

The museum's research specialists study the biology and human history of its collections. To assist with interpretation, staff undertake archival searches, scientific research and interviews with informants. Another group plans and executes the museum's public programs.

The human history section comprises archeology, ethnology and modern history specialists. New work in 1986/87 included re-organization of the transportation collection and its relocation to the new Historic Transport Centre in Cloverdale. The Legacy Exhibit of contemporary and traditional native art was loaned to the Southwest Museum, in Los Angeles. Conservation field work continued around Anthony Island's ruined village of Ninstints.

The biology section combines botanists, vertebrate and invertebrate zoologists. An earth science committee was established for the first time in 1986/87 to curate the museum's paleontological collections. Planning continued for the Birds of Prey travelling exhibit and for the new natural history permanent exhibit.

Public program development staff sponsored the first of a series of "special days" to introduce the public to the museum's research and collections work in an entertaining way. Archaeology Day attracted 2500 people to an expedition through Victoria's Beacon Hill Park and a lab session in the Museum. The regular school program brought some 25,000 children to the museum for volunteer-led activities.

The museum celebrated its 100th year of service in 1986. More than 10,000 people attended the official 100th birthday on October 25, 1986. The museum mounted a special display of vintage vehicles and operating steam engines, with clowns and musicians for entertainment. Super-Series, a centennial program mounted by the Friends of the Museum (Newcombe Program) with support in 1986/87 of the Lottery Grants Branch and the museum, brought world-class speakers to Victoria's University Centre. Lectures by author James Burke, astronaut Cmdr. Marc Garneau and other notables sold out.

A special exhibit, May it Please Your Honour, illustrated the history of the museum and paid tribute to directors, staff and volunteers who have helped the museum to grow to world-class calibre.

B.C. Provincial (Royal B.C.) Museum

Exhibits staff completed the museum's new permanent exhibit, Open Ocean: Adventure into the Abyss, which opened in January, 1987. Between January and March, 1987, more than 50,000 visitors experienced the museum's first fully-automated gallery.

Through the federally-funded travelling exhibit program, 12 exhibits toured 34 locations in 1986/87, and 69,822 people viewed them. A popular exhibit, Wild Harvest, was viewed by more than 900,000 visitors to the Ontario Science Centre in Toronto.

In the new speakers' tours program, museum curators spoke at schools, museums and community halls in communities around the province, on such subjects as the history of the B.C. Provincial Police, mushrooms, Sternwheelers and Helicopters, and Steam and Steamships. About 6,000 people attended in 70 communities.

Operations

This group provides support services to museum staff in operating its facilities, a library, photographic, publications and visitor services.

Publication Services assisted in editing and publishing Ruth Kirk's The Wisdom of the Elders, co-published with Douglas & McIntyre Ltd., and published two issues of Contributions to Natural Science. Publications staff produced posters and brochures in support of other museum activities.

Visitor services staff answered public enquiries, organized approximately 250 volunteers to provide

information, guide tours, staff events at the Newcombe Theatre, staff the museum gift shop and assist the curatorial staff. Staff also booked school programs, co-ordinated the intern program for community museum curators / directors and organized gallery opening receptions.

The libraries of vertebrate zoology and botany and the main library were moved during the year. Volunteers re-organized books, journals and library files.

During 1986/87 the museum initiated a 20-year renovation and upgrading plan. Funding was provided by Communications Canada's museum assistance program.

Among conferences hosted or organized by the museum in 1986 were the Canadian Museum Association Conference (May), the Association of Systematic Collection, the American Society of Ichthyology and Herpetology (May, with the University of Victoria) and the International Echinodum Conference (August).

Friends of the B.C. Provincial (Royal B.C.) Museum

This non-profit society supports the museum's programs. It stages the Newcombe Program for public education and operates the museum gift shop. From the proceeds of these and other activities the society contributes some $500,000 a year toward purchases of collections, research and other activities.

HERITAGE CONSERVATION

The Heritage Conservation Branch provides leadership in the protection and conservation of heritage resources. A diverse program promotes public understanding, awareness and appreciation of B.C.'s heritage and participation in heritage conservation activities.

The branch works closely with the British Columbia Heritage Trust, a Crown corporation that operates ten assistance programs for communities and manages several Crown heritage properties. (The Trust publishes its own annual report.) Heritage Conservation co-operates with municipal heritage advisory committees, heritage and historical societies, local governments, other provincial and federal agencies and the private sector to ensure effective conservation of the province's heritage resources. Staff provide technical services and advice on buildings restoration, and assist Crown agencies with restoration and maintenance projects. The branch publishes technical guidelines for restoration projects. Staff develop travelling displays, maintain the heritage registry of provincial and municipal sites and operate a 7,500-volume resource information centre in Victoria.

Branch staff provided technical and professional assistance with heritage projects in numerous communities in 1986/87, including Vanderhoof, Quesnel Forks, 100 Mile House, Ladysmith, Prince Rupert, Surrey and Quesnel.

Staff reviewed applications and made recommendations on the disbursement of some $1.4 million through B.C. Heritage Trust programs to 118 projects in various regions and communities. Eight of these projects were to do with planning and inventorying, 16 with building restoration, 14 were special projects and two heritage area revitalization projects involving some 40 buildings.

Staff in inventorying and planning worked with the City of Vancouver to complete an inventory of Vancouver heritage buildings. They also helped develop a concept plan for St. Ann's Academy in Victoria.

In February, 1987 the branch initiated the Project Pride task force, a review of heritage policies, programs and the B.C. Heritage Conservation Act that solicited public input in hearings and briefs.

Information services staff provided concept and design assistance for exhibits, maintained the heritage site and buildings photo file and produced such promotional material as the Heritage Week poster. Information activities expanded during 1986-87 in response to community needs and branch initiatives.

The Heritage Conservation Act provides legal authority for the protection of over 15,000 archaeological sites, provincial and municipal designation of properties, and enables the B.C. Heritage Trust to provide various programs. Besides recording heritage sites and implementing site designations, branch staff monitor heritage impact

Heritage Conservation

assessments to ensure minimum impact to those sites from development.

In the archaeological inventory program, staff processed 660 new site records and handled 160 data requests from various public and private agencies, involving 14,800 site records. Thirty-three permits pursuant to Section 5 of the Heritage Conservation Act were approved by the archaeological assessment program. Assessment staff reviewed 758 development projects throughout the Province, expending $780,000 for archaeological resource management.

The branch administers agreements with other governments for heritage conservation. During 1986/87 the province implemented an agreement with the government of Canada for the development and management of the Chilkoot National Historic Park. The branch was involved in the assembly of land and transfer of title. The branch continued to develop several sites in 1986/87, notably the Keremeos Grist Mill, Petroglyph Park and the City of Nelson's Main Street, for public display.

In 1986/87 the branch operated for public viewing 14 B.C. heritage sites. Community programs piloted at heritage sites included Christmas at Craigflower Manor and afternoon teas at Emily Carr House.

Branch administration introduced a regular review of Heritage Conservation's current activities to ensure that the province's heritage resources are developed for public benefit.

CULTURAL SERVICES

The Cultural Services Branch develops and administers programs that support artistic and cultural development in the province.

The branch provides assistance to the artistic and cultural communities in developing their creative, marketing and administrative skills. Staff consult with individuals and organizations and, during 1986/87, staged seminars and training courses.

Cultural Services administers awards in four program areas, for which it processes some 1500 applications annually. In 1986/87 the awards programs disbursed $7.9 million, of which $1.5 million was provided from the B.C. Cultural Fund and $6.4 million from the B.C. Lottery Fund.

Professional Support and Program Development

Provides assistance to stimulate artistic and cultural activities in these two major areas. In 1986/87, the branch administered $5.6 million in operating awards to 143 professional performing arts, museums, galleries, literary, and arts service organizations. Another $191,500 were awarded for 36 one-time projects of a special nature.

Community Arts Development

Provides assistance to encourage the growth of arts activities and awareness at the community and regional level. In 1986/87, $473,000 was awarded to 80 arts councils, $187,000 to 68 School Districts for artists' visits to schools, and $115,000 to 56 sponsors of performances by artists on tour

Cultural Services

throughout the province. A total of $230,000 was awarded to 68 community organizations for one-time projects of a special nature.

Skills Development for Individuals

A financial awards program at the post-secondary level assists individuals in the arts. In 1986/87, 239 students received $197,000. In assisting studies to improve administrative knowledge and practices, the branch awarded a total of $6,000 to eight students.

Publishing Programs

Provides assistance for books written by provincial authors and published by British Columbia publishers. Eight publishers received assistance totalling $58,000 during 1986-87. Under a low-interest subsidy to assist with business costs of book publishing, three publishers received a total of $52,000.

The branch also provides advisory services to all client organizations throughout the province, assesses the impact and effectiveness of programs, and modifies them where necessary and feasible.

Staff co-ordinate, maintain, develop and rotate more than 800 art works by B.C. artists in the exhibition-quality B.C. Art Collection. They produce and distribute publications of interest to the arts and cultural communities, including the 12-page quarterly newsletter Arts B.C., CSB Programs, an annual guide to the branch's awards, and the annual report CSB Awards.

Cultural Services developed its Artgrowth program of mini-conferences to assist arts organizations in communities across the province. During 1986-87 Artgrowth 2 (Leadership and Volunteer Development) was received enthusiastically in ten locations and Artgrowth 3 (Short and Long-term Planning) in another four centres.

The branch provides secretariat services for the B.C. Arts Board, a committee advising the minister on award applications and cultural policies.

The branch's new undertakings during 1986/87 included a pilot project for an innovative three-year developmental program to provide multi-year operating assistance to arts and cultural organizations. The program will provide performing visual, museum, training, arts service and literary organizations with more stable funding and greater accountability.

SPECIAL CULTURAL PROGRAMS

This branch was created in 1986 to support cultural industries with potential for job creation, economic diversification and tourism promotion. The branch was responsible for developing policies and procedures. To fund cost-effective, timely and innovative programs on a shared-cost basis, staff began negotiating with the federal government a cultural Economic Regional Development Agreement (ERDA) during 1986/87. The branch also explored such promotions as cultural exchanges and the establishment of international festivals and conferences. The program was later incorporated into a new Special Events and Festivals Branch.

RECREATION AND SPORT

The Recreation and Sport Branch encourages British Columbians' participation in recreational and athletic activities by supporting development and maintenance of a range of opportunities. In 1986/87 the branch provided advice and financial assistance to 109 provincial sport and recreation associations and 400 community recreation agencies. Funds totalling $9.7 million were drawn from the B.C. Lottery fund ($8.2 million) and the B.C. Physical Fitness and Amateur Sports Fund ($1.5 million). Staff regularly advise government on programs and policies concerning recreation and sport.

The branch provides financial assistance in four strategic areas.

Organizational Support

These programs foster a network of self-sufficient provincial organizations capable of providing public recreation and sport opportunities. During 1986/87, more than $90,000 was provided to 226 recreation commissions which do not employ full-time staff, as administration grants to help them organize and co-ordinate recreation programs. Another $15,000 was paid to complete the recreation planning grant program.

Five umbrella organizations which provide services to recreation and sport agencies received funding as follows:

Sport B.C.	$ 97,900
B.C. Recreation and Parks Association	$111,500
Outdoor Recreation Council of B.C.	$ 88,000
B.C. School Sports	$200,000
Sports and Fitness Council for the Disabled	$ 53,400

Recreation and Sport

A grant of $492,000 was made to the B.C. Administrative Centre for Sport, Recreation and Fitness. More than $2 million was granted to 100 provincial sport governing bodies, with combined membership of 635,000, for core administrative services and staffing. A grant of $35,000 assisted the B.C. Sports Hall of Fame with meeting its administrative and operating costs.

Leadership Development

These programs seek to improve the effectiveness of coaches, officials, instructors and administrators responsible for individual and community development in recreation and sport.

In 1986/87, instructors and volunteer/staff administrators of recreation and sport associations received almost $740,000 in financial assistance toward the cost of leadership training events provided at the regional level. Instructor training events included 13 preschool recreation instructor workshops, 24 fitness instructor courses, three activity recreation workers workshops, 23 youth and summer leaders training events, 12 training events for specific skills, nine special training events and five recreation integration courses. Administrator training events included eight workshops for recreation commissioners and elected officials, 14 volunteer board members training events, four recreation staff training courses and eight special training events for administrators. In the skills program for management volunteers, 250 provincial trainers were trained in either planning, marketing,

financial management, time management, leadership or volunteers-working-together, and 170 workshops provided training in all six topics. For coaches, 343 training courses were completed by more than 6,000 individuals, while some 7,000 officials were trained in 453 courses.

Participation

This program promotes British Columbians' involvement in healthy recreation and sports activities. The branch assisted the Northern B.C. Winter Games Society by contributing $60,000 toward the 1986 winter games, held simultaneously in Vanderhoof, Fort St. James and Fraser Lake in February and attended by more than 2,800 athletes. (This was the first time hosting of the games was shared, and it proved successful.)

The Premier's Sports Awards Program is a participation incentive operated through the school system by J.W. Sport Inc, Vancouver, on an annual contract of approximately $200,000. To date more than 107,000 children have participated, and almost 50,000 earned the award.

Excellence

These programs recognize, encourage and support B.C. amateur athletes' pursuit of excellence. Under the athlete assistance program, 37 athletes won $2500 Premier's Athletic Awards in 1986/87. Some 350 athletes, including disabled athletes, in 40 sports received B.C. Athletic Awards, whose value ranges from $1500 (for students) to $1800. Nancy Greene Scholarships, worth $1000, were awarded to 26

athletes, and 10 athletes were awarded Karen Magnussen Scholarships of $500 each. B.C. Sport Development Awards were given to 500 junior secondary school athletes to enable them to attend sport development camps in the summer.

The team development program supports Team B.C. with a budget of about $350,000 per year to prepare for the biennial Canada Games and Western Canada Games. In February, 1987 the program enabled a complement of 245 athletes, coaches and managers in 18 sports to compete in the Canada Winter Games in Cape Breton, N.S. The team placed third over-all, bringing home 13 gold, nine silver and 12 bronze medals.

In addition to these core operating grants, $1.6 million was granted to 43 sport governing bodies eligible under the B.C. Best Ever Program. The purpose of the program is to assist and increase the probability of success of the B.C. athletes representing Canada in the 1988 Olympic Games.

LIBRARY SERVICES

The Library Services Branch promotes and encourages the establishment and extension of library services throughout British Columbia. Under the terms of the Library Act, the branch ensures that the collections of some 20 reading centres, 44 public library associations, 18 municipal, four regional and one federated public library system are maintained through grants for the purchase of materials and provision of special materials for print-handicapped people. The branch also encourages library development by administering area-based grants to regional libraries and providing training and other special services. The branch supports the activities of the B.C. Library Association, a body of professional librarians, and the British Columbia Library Trustees Association, and staff maintain contact with the library community. Library Services offices in Cranbrook, Dawson Creek, Prince George and Victoria provide continuing services to libraries and individuals. For residents of areas without libraries, the branch provides such direct services as books-by-mail.

According to statistics gathered by the ministry, public libraries continued to show steady growth in usage, while controlling costs, in 1986/87. Overall, B.C. public libraries expended $55.8 million in 1986/87, compared with $53.1 million the previous year. Total library circulation was 27.9 million on holdings of 6.4 million volumes. In 1985/86, circulation was 27.2 million and holdings, 6.2 million. A new public library association was formed on Pender Island.

Library Services

Regular contributions from the province to public libraries totalled $6.5 million in 1986/87. Of that, $5.1 million was designated for the purchase of library materials and $1.4 million was a contribution to the general operating budgets of regional libraries.

During calendar 1986, Library Services mailed almost 34,000 books to isolated individuals, and provided almost 15,000 interlibrary loans. The branch purchased and catalogued more than 25,000 volumes for small libraries, and added nearly 10,000 volumes to its own collections.

Special financial assistance offered through Outreach '86 assisted libraries to improve their visibility in their community, identify unserved segments of their population and measure their effectiveness. Almost $319,000 in lottery funds were allocated for this program, and 83 libraries took part. Funded projects developed opinion surveys, signage, promotional bookmarks and brochures and display cases, promoted and developed multilingual services, programming for children and teens, introduced video collections and enhanced local history collections.

The branch's audiobook unit in Burnaby provides library services for the handicapped, producing and distributing taped books for libraries in British Columbia and operating a Canada-wide sales program. Deposit collections of audiobooks were provided to 40 libraries and health care institutions in 1986/87. Some 79,000 cassettes were duplicated, and 29,000 were distributed to B.C. libraries without charge.

Revenue from sales totalled some $200,000.

Public libraries continued to draw on provincial funding for automation. Grants totalling $37,515 were made to the Trail and Surrey municipal library boards. Special grants to assist in the training of library trustees and staff totalled $10,000.

ATTRACTIONS
OPERATIONS

This division was responsible for the protection, preservation, interpretation and presentation, for social and economic benefit, of six heritage attractions.

ATTRACTIONS OPERATIONS

The division was created in November, 1986, when responsibility for the heritage attractions was transferred from the Ministry of Parks. The six sites are:

Barkerville Historic Town, east of Quesnel,
Fort Steele Heritage Town, near Cranbrook,
Kilby General Store Museum near Agassiz,
Cottonwood House (a gold-rush roadhouse) and
Blessings Grave, both east of Quesnel, and
Fort McLeod, an archaeological site near Prince George.

The division also represented the ministry on the board of directors of the Royal Hudson Steam Train Society to ensure the continued operation of the train excursion as a prime tourist attraction.

During the 1986/87 fiscal year, division staff were occupied in establishing business plans for the attractions. The plans, the first developed for the sites, were based on a common objective of increasing the number of visitors and increasing their enjoyment of the heritage attractions. They were to be advertised aggressively. Admission fees were introduced and special on-site events organized. Surveys were planned to gauge visitors' enjoyment of the attractions.

MANAGEMENT SERVICES

Management Services Division was responsible for developing and maintaining management support in research, finance, personnel, facilities, administration and information systems.

RESEARCH SERVICES

Research Services Branch develops and manages a comprehensive research program for the ministry and the tourism industry. Both ministry and industry require data, information and analysis to assess the effectiveness of programs and make investment decisions. Regional and sectoral associations require assistance in assessing their tourism marketing and other initiatives. The branch identifies requirements for specific research projects, designs the studies, selects consultants, monitors and evaluates the work. Staff also provide advice on marketing and development strategies and liaison with travel industry and other government groups in research-related matters. Research Services monitors the performance of the tourism industry. It compiles monthly travel industry statistics, based on such indicators as border crossings, air and ferry traffic, hotel occupancy, hotel room sales and restaurant sales. The monthly report B.C. Travel Indicators was produced and distributed to 300 industry points by this branch and Public Affairs in 1986/87.

Research Projects, 1986/87

First Time Visitors Study

This project tapped the drawing power of Expo 86 to gauge the likelihood of repeat visits by first-time visitors to British Columbia. Focus groups represented travellers from California, Southern Ontario, Washington State, Oregon and areas of the Prairie Provinces. Telephone interviews with

recruited Expo visitors on their return home provided in-depth information about areas which focus groups revealed were potential markets. The study gathered information about the sample's motivations for travel to B.C., chosen destinations, expectations and satisfaction, perceptions of the province, intention to return and interest in visiting other parts of B.C. The study's findings were invaluable in developing post-Expo marketing strategies. Among the conclusions:

- More than 80 per cent of respondents plan to return to B.C. The likelihood of a return visit depends on the distance. Those who live nearby will return sooner and more often.
- The automobile is the favorite mode of transport. Californians tend to tour, while other coastal state residents tend to travel directly to destinations.
- Almost half the visitors from Eastern Canada will use air transport. The fly-and-drive itinerary was more attractive to Canadians than Americans.
- Sightseeing both urban and rural is the major activity planned for the next visit by all groups. Americans are more likely to consider camping and fishing, while more Torontonians are attracted to skiing and other Canadians to hiking.

Research Projects

Coupon Conversion Study

How effective and cost-efficient are magazine advertisements as inducements to visiting British Columbia? Very, according to this study, commissioned to discover the rate at which readers of six periodicals used coupons to request travel literature and actually visited the province in 1986. One in three people requesting information came to B.C. -- a very high percentage compared to other destinations or offerings. The study also obtained attitudinal and descriptive information about the requestors.

Golf Tours Study

The potential for golf tourism in B.C. is the focus of this two-part project. Phase 1, completed in 1986, provided an overview of current and potential golf vacation markets and an inventory of existing golf facilities and tour packages in B.C. Potential is strong, the study concluded.

PERSONNEL SERVICES

This branch is responsible for developing and coordinating the ministry's personnel management program. Staff provide management with technical advice and assistance in recruiting and selecting ministry personnel. They maintain employee and labour relations, develop staff training initiatives and plan for the ministry's human resources needs.

Personnel Services staff doubled to four F.T.E.s for the latter half of fiscal 1986/87 to address personnel issues arising from the merger of culture, recreation, historic resources and attractions programs with tourism. In order to integrate these significant programs within a short timeframe, staff undertook an organizational analysis and a review of key job functions in the new programs. Personnel Services worked closely with program managers to ensure ministry goals were achieved.

FINANCIAL SERVICES

Financial Services Branch is responsible for developing and managing a comprehensive system for administering the ministry's finances and informing management of their status. Staff manage financial and accounting programs that control the maintenance of ministry assets and expenditures.

During 1986/87 the branch installed and operated the ministry's first computerized financial system.

FACILITIES AND ADMINISTRATIVE SERVICES

This branch assists ministry personnel to meet their requirements for office space, equipment and furniture, use of government vehicles and records management.

To ensure that ministry accommodation was adequate staff were involved in more than ten planning and renovation projects during 1986/87. As a result of the reassignment of government programs, they supervised consolidation of the ministry's offices in both Victoria and Vancouver and realized space and cost reductions.

Staff assisted with the close-down of the province's tourist information centres in 1986, following establishment of the ministry's Travel Infocentre Network supporting private-sector information services.

INFORMATION SYSTEMS

This branch was established in February, 1987 to meet the computer needs of the expanded ministry. Staff installed new computer workstations throughout the ministry and installed new word processing systems or upgraded existing ones. The branch prepared a system plan that will permit increased use of new technology in the ministry.

PUBLIC AFFAIRS

The ministry's Public Affairs group (since renamed Public Relations Branch) co-ordinated and disseminated information about ministry policies and programs. Public Affairs maintained liaison with the ministry's client firms and agencies, co-ordinated the Provincial Tourism Advisory Council and shaped the ministry's responses to industry concerns. Staff maintained regular press and public relations for the ministry and produced and distributed literature on the ministry and its programs. As well Public Affairs co-ordinated the ministry's relations with other governments, prepared briefing materials for the minister and cabinet, drafted speeches and reports for the minister and executive staff, and co-ordinated the release of ministry policy statements.

During 1986/87, the branch published the quarterly 8-page Tourism B.C. News to inform industry, public and government of the ministry's programs. Public Affairs participated in the Project Pride review of B.C.'s Heritage Conservation Act. The branch published a ministry Program Directory in March, 1987.

Provincial Tourism Advisory Committee

This group, representative of regional and major sectoral associations and influential tourist industry individuals, provides the minister with advice and direction on the ministry's role.

The committee met twice in 1986.

APPENDICES

I 1986/87 Accounts
II Statutes Administered
III Tourism Statistics
IV Tourism Associations
V Ministry Publications

Appendix I

1986/87 ACCOUNTS

Expenditures by Program
($000s)

	1985/86 audited	1986/87 audited	
Minister's Office	149	172	
GENERAL ADMINISTRATION			
Deputy Minister's office	253	209	
Public Affairs	148	204	
MANAGEMENT SERVICES			
Executive Director's office	163	278	
Research	305	317	
Finance	284	315	
Personnel	78	113	
Administration Services	1,083	1,654	(1)
Total	2,314	3,090	
MARKETING			
Assistant Deputy Minister's office	1,688	7,796	(2)
Marketing Administration		341	
Market Support	1,301	457	
Domestic Marketing	1,895	4,804	(3)
International Marketing	272	248	
U.S. Marketing	485	406	
B.C. Film Commission	184	207	
Total	5,825	14,259	
TOURISM DEVELOPMENT			
Assistant Deputy Minister's office	2,106	1,862	
ATTRACTIONS OPERATIONS		2,503	
CULTURE, RECREATION AND HISTORIC RESOURCES			
Administration Support		1,721	
Provincial Museum		9,274	
Heritage Conservation		1,454	
Recreation and Sport		1,265	
Cultural Services		616	
Library Services		8,333	
Total		22,663	

Ministry of Tourism, Recreation and Culture

1986/87 Accounts

	1985/86 audited	1986/87 audited
OTHER		
Provincial Computerization of Libraries		38 (4)
B.C. Cultural Fund		1,576 (5)
Physical Fitness and Amateur Sports Fund		1,499 (5)
Medical Expenses	6 (6)	
Total	6	3,113
Total Ministry Operations	10,400	47,662
Advertising (1985/86)	8,777 (2)	
Total 1985/86	19,177	
REVENUES		
Accommodation Guide registration fees	48	45
Educational Services course fee	0.5	
Provincial Museum sundry sales		15
Library: audio-book rental, etc		153
Total	48.5	213

Notes to 1986/87 Accounts:

(1) Includes Ministry accommodation and data processing equipment costs.

(2) Marketing Division in 1986/87 includes advertising monies previously under the authority of the Ministry of Provincial Secretary and Government Services.

(3) Domestic marketing includes Partners in Tourism program disbursements in 1986/87.

(4) Provincial Computerization of Libraries is a special account under the Special Appropriations Act, 1982, transferred to this ministry from the Ministry of Provincial Secretary and Government Services during 1986/87.

Notes to 1986/87 Accounts:

(5) B.C. Cultural Fund and Physical Fitness and Amateur Sports Funds are special accounts under the Funds Control Act, 1979 to provide grants to deserving cultural projects, cultural groups and organizations and to promote physical fitness and participation in amateur sport. Each is funded from the interest generated by a $20-million fund. Responsibility transferred to this ministry from the Ministry of Provincial Secretary and Government Services during 1986/87.

(6) Payment of ministry's foreign offices medical expenses transferred to Ministry of Economic Development during 1986/87.

Preparation of these financial statements follows the provincial government's accounting policies. The ministry's senior financial officers are responsible for the accuracy, integrity and objectivity of this information. Management maintains extensive internal accounting controls to ensure that transactions are completely and accurately recorded on a timely basis, are properly approved and result in reliable financial statements.

These statements form part of the province's combined financial statements, which are examined by the Auditor General. In the Auditor's Report, published in the B.C. Public Accounts and presented to the Legislative Assembly each year, the Auditor General expresses an opinion as to whether the combined financial statements present fairly the financial position, operating results and changes in financial position of the government and conform with its accounting policies.

Appendix II
ACTS ADMINISTERED BY THE MINISTRY

* Centennial Cultural Fund Act
* Funds Control Act
* Heritage Conservation Act
* Hotel Keepers Act
* Hotel Guest Registration Act
* Library Act
* Lottery Act
* Ministry of Tourism Act
* Pacific National Exhibition Incorporation Act
* Provincial Museum Act
* Recreational Facility Act
* Revenue Surplus Appropriation Act
* Travel Regulation Act

Appendix III

1986 TOURISM STATISTICS

1.

Regional Economic Indicators
May to October 1986 over same period 1985

	% increase	
	Lower Mainland	British Columbia
Social Service Tax collections	13.3	11.6
Hotel Room Tax collections	111.6	62.9
Retail sales	12.3	9.5
Employment	7.6	4.0

(Source: B.C. Financial and Economic Review, Sept. 1987)

2.

Numbers of Visitors and Their Expenditures in B.C., 1986, by Market Area (Place of Origin)

	Numbers (000s)	%	Revenues ($Ms)	%
Resident visitors (1)	5,700	30.2	1,162	34.8
Other Canadians	2,710	14.4	782	23.4
Americans	3,594	19.1	730	21.9
International	898	4.8	498	14.9
Total of visitors	12,902	68.5	$ 3,172	95.0
Excursionists (2)	5,949	31.6	165	4.9
Total numbers and revenues	18,851	100.1	$ 3,337	99.9 (3)

(1) A resident staying overnight is considered a visitor.

(2) Travels more than 50 km from home but does not stay overnight.

(3) Percentages show effects of rounding.

1986 Tourism Statistics

3.

Tourism Volume and Revenues, 1977 to 1986

	Volume (Ms)	Revenue ($Bs)
1977	10.7	1.35
1978	11.5	1.55
1979	13.3	1.6
1980	12.4	1.8
1981	12.5	2.02
1982	11.5	2.01
1983	11.8	2.16
1984	12.2	2.33
1985	12.4	2.41
1986	18.9	3.34

Note: Tourism volume and revenue totals for 1986 reflect new estimates for one-day excursionists. Figures have been adjusted to reflect new research.

4.

1986 Tourist Expenditures, All Visitors, by Type of Good or Service

	$M	% of Total
Restaurants	800	24
Accommodation	768	23
Transportation	734	22
Shopping	467	14
Recreation / Entertainment	367	11
Groceries	200	6
Total	3,336	100

1986 Tourism Statistics

5.
Estimated Average Per Capita Tourist Expenditures, 1986, by Place of Origin

	Average stay (days)	Expenditure per diem ($)	Expenditure per person-trip
B.C. Residents	4	50.96	203.84
Other Canadians	6.8	35.85	243.78
Americans	4.2	42.56	178.75
Overseas visitors	10	46.48	464.80

6.
Hotel Occupancy, 1985 and 1986
(average monthly, per cent)

	1985	1986	% Change
January	40.9	41.9	+ 6.5
February	50.7	51.9	+ 6.19
March	58.2	50.6	- 6.98
April	57.1	55.7	- 4.02
May	61.6	70.4	+16.47
June	69.2	80.5	+17.19
July	76.5	85.94	+11.59
August	81.1	88.00	+ 5.61
September	70.7	86.77	+18.5
October	55.8	61.62	+ 9.61
November	45.2	44.68	- 2.5
December	36.7	36.2	- 1.4
Average Monthly Annual Occupancy	58.5	62.8	+ 7.6

(Source: Trends in the Hotel Industry, British Columbia, Pannell, Kerr, Forster et al. Figures indicating per cent change have been adjusted to reflect different samples.

Appendix IV
B.C. TOURISM ASSOCIATIONS

B.C.'s tourist industry is organized into nine regional tourism associations, a number of sectoral associations -- the B.C. Hotels Association, the Motel and Resorts Association, the Restaurant and Food Services Association and others -- and the umbrella Tourism Association of British Columbia (T.I.A.B.C.), which also represents corporate and individual interests.

Tourism Association of Vancouver Island
302 - 45 Bastion Square
Victoria, B. C. V8W 1J1
(604) 382-3551

Tourism Association of Southwestern B.C.
101 - 1425 West Pender St)
Vancouver, B. C. V6G 2S3
(604) 688-3677

Okanagan-Similkameen Tourist Association
207 - 347 Leon Avenue
Kelowna, B. C. V1Y 8C7
(604) 861-8494

Kootenay Country Tourist Association
Site 2 - 11 (Castlegar Airport)
R.R. #1, Castlegar, B. C. V1N 3H7
(604) 365-8486

High Country Tourist Association
P.O. Box 962 (386 - 186 Victoria St)
Kamloops, B. C. V2C 6H1
(604) 372-7770

Cariboo Tourist Association
P.O. Box 4900 (190 Yorsten St)
Williams Lake, British Columbia V2G 2V8
(604) 392-2226

North By Northwest Tourism Association of B.C.
P.O. Box 1030 (3840 Alfred Ave)
Smithers, B. C. V0J 2N0
(604) 847-5227

Peace River Alaska Highway Tourist Association
P.O. Box 6850 (9900 100th St)
Fort St. John, B. C. V1J 4J3
(604) 785-2544

Rocky Mountain Visitors' Association
P.O. Box 10,
Invermere, B. C. V0A 1K0
(604) 427-4838

Tourism Industry Association of B.C.
P.O. Box 12108 (980 - 555 Burrard Street)
Vancouver, British Columbia V8B 4N6
(604) 688-4115

Appendix V
MINISTRY PUBLICATIONS

1986/87 Tourism Marketing Products
(selected)

Your Super,Natural British Columbia Travelling Companion

Colourful brochure distributed as the main fulfilment piece for written and telephone enquiries. Over 6 million pieces were produced and distributed just prior to Expo and 500,000 with Expo material omitted for the second half of the fiscal year. Distribution was through our U.S. offices, the Travel Infocentres, consumer shows, trade shows and Tourism Canada offices around the world.

B.C. Accommodation Guide

One million copies of the guide produced for distribution through the fulfilment system. Continues to be a valuable marketing service to the private sector and important information piece for travelling public.

B.C. Road Map and Park Guide

One of the most popular and heavily-used publications, print run of 1.5 million, distributed to Travel Infocentres and other public information points.

Ministry Publications

Ski With Us!

Second edition of this 56-page colour guide to skiing opporunities -- downhill, cross-country, heli and snow-cat skiing -- in B.C.'s nine tourism regions. A co-operative project with Skyword Magazine, with a run of 75,000.

Super.Natural Adventure Guide

Outdoor and adventure opportunities -- canoeing, kayaking, river rafting, trekking, mountaineering, SCUBA diving, others in a 48-page guide. First edition of 100,000 copies supported by private sector advertising and produced in co-operation with Outdoor Recreation council of British Columbia.

The Gold Rush Trail Guide

Colour guide, 48 pages, highlights communities, attractions, events and historic sites on the Gold Rush route from New Westminster to Prince George. Production of 100,000 copies supported by advertisers on the route.